

Leveraging Broadband To Promote Economic Development

Office of Energy and Planning
19th Annual Spring Planning & Zoning Conference
Radisson Hotel, Manchester, NH
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American Broadband Use

- ▶ 4/5th (80%) of American adults use the internet
- ▶ 90% of young people use the internet
- ▶ 2/3 (66%) of adults have broadband at home which is up from 3% in 2000!

❖ *Source: The Pew Internet and American Life Project –Sept. 2012*



American Broadband Use

- ▶ *“Jobs depending on broadband and information and communications technology will grow by 25% between 2008 and 2018 or at a rate of 2.5% faster than the average for other occupations and industries”*

❖ *Source: Bureau of Labor Statistics cited in The National Broadband Plan*

Assessing Your Community

► Inventory what you have:

- cable franchise agreement (Will soon be on the *iwantbroadband.org* site)
- leases for telecommunication sites on municipal facilities or property
- your telecommunication ordinance regulating personal wireless service facilities and any other municipal assets
- http://iwantbroadbandnh.org/broadband_mapgallery
- Create a central folder, file or repository where this information can be easily retrieved.¹

1.


Footnotes:

1. Telecommunications Infrastructure In New Hampshire: Wireless Facility Siting, Cable Television, Right-Of-Way Management & Local Government, Robert D. Ciandella, Esq., Cell Tower Siting, Cable Television & Right-of-Way Management & NH Local Government, New Hampshire Municipal Lawyers Association 2012 Local Government Seminar #2: Telecommunications Update, April 5, 2012

Assessing Your Community

	Download Speed	Upload Speed
unserved	< 768 Kbps	< 200 Kbps
underserved (low)	768 Kbps to < 1.5 Mbps	200 Kbps to < 768 Kbps
underserved (medium)	1.5 Mbps to < 3 Mbps	768 Kbps to <1.5 Mbps
served (low)	3 Mbps to <6 Mbps	1.5 Mbps to <3 Mbps
served (medium)	6 Mbps to <10 Mbps	3 Mbps to 6 Mbps
served (high)	10 Mbps to <25 Mbps	6 Mbps to <10 Mbps
served (very high)	25+ Mbps	10+ Mbps

Broadband Speed

- ▶ What you can do at 3 mbps (Served–Low):
 - Email
 - Web browsing and shopping
 - Moderate social media use
 - Voice over Internet Protocol (VoIP)
 - Transfer medium–size documents
 - ▶ What you can do with 25 mbps (Served–High):
 - “Smart homes”
 - Teleworking
 - High speed business to business applications
 - High definition audio/video streaming
 - Transfer large documents
- 

Planning for Broadband

- ▶ Comprehensive Plan (Master Plan)
 - Should include, at a minimum, a section on broadband communications infrastructure and the benefits of broadband adoption
 - Include an inventory of existing services and initiatives as well as goals and policies to support the deployment of broadband infrastructure
 - Regional Planning Commissions
 - www.Iwantbroadband.org
- 

Broadband Implications for Economic Development

- Improved ability to retain & recruit business
- Increased business profitability (and tax revenue!)
- Greater ability to attract highly skilled workers
- Improved efficiency of municipal services
- Faster emergency response
- Stronger educational attainment



- 
- UNIVERSITY
of NEW HAMPSHIRE
Cooperative Extension

Source: Crandall, R., Singer, H. 2010. The Economic Impact of Broadband Investment. National Cable and Telecommunications Association.

90%

- ▶ Percentage of data collection completed before site selectors/developers pick up the phone
- ▶ Put the right information on your site that will help your economic development efforts

What basic information should you have on your site?

- ▶ Location Map/Where are you?
- ▶ About Us/ Area overview
- ▶ Quick facts*
- ▶ Top 5–10 largest employers
- ▶ Maps (Zoning, infrastructure, traffic volumes, Drive shed maps, Clusters)
- ▶ Incentives (ERZ, TIF, Expedited Reviews, RLF etc...)
- ▶ Detailed population & demographics
- ▶ Economic Development Plan/Master plan
- ▶ Cost of living data: Housing costs, rents, taxes, electric rates, sewer rates
- ▶ Available properties
- ▶ Search Engine Optimization (SEO)
 - Good Content is key!

Data Quick Facts

- ▶ Population
- ▶ Number of Households
- ▶ Type of Government (Selectmen–Town Administrator, Town Council–Town Manager)
- ▶ Tax Rate
- ▶ Average Housing Cost
- ▶ Average rent
- ▶ Median Age
- ▶ Educational level
- ▶ County
- ▶ Unemployment rate
- ▶ *Quick facts data can be used on mobile site*

THINK ROCHESTER NEW HAMPSHIRE ECONOMIC DEVELOPMENT



We moved our business to Rochester - it was a smooth transition into a great space.

The **easy approval process** helped to expand our 25 year old family business in the City of Rochester - an excellent location for future success.

Steve Marcotte, Tooling Sports Centers Inc.

[Starting a Business](#)
[Growing Your Business](#)
[Find a Location](#)
[Community Information](#)

Think Rochester - We're good for Business

Rochester is the **fastest-growing city** in the Seacoast of New Hampshire and we are attracting new merchants, services and amenities for our growing number of businesses.

We are also maturing as a **regional commercial center** for the southern lakes region of New Hampshire and adjacent territory in Maine.

Our **dynamic and expanding business climate** can be attributed to the industrial history of the area and the vision of leaders to plan for the future.

Our **strategic thinking and natural attributes**

REDC on facebook

Thu, 09 May 2013 13:37:34 +0100

http://www.fosters.com/apps/pbcs.dll/article?AID=%2F20130508%2FGJNEWS_01%2F130508276

Company needs more hires to LEAP forward
www.fosters.com

ROCHESTER — With success of the LEAP engine program, the hiring campaign at Albany Engineered Composites is in full swing. The ramp-up period for the production of the LEAP engine is being moved forward by about a year, so Albany Engineered Composites is hiring more people sooner in preparation for
[more....](#)

Mon, 06 May 2013 14:31:31 +0100

<http://www.thinkrochester.biz/library.php?op=view&id=89>

Reminder: Startup Rochester Business Competition applications are due this Friday, May 10th. Make sure you get yours in. Over \$20,000 prize to the winning business.

<http://www.thinkrochester.biz/library.php?op=view&id=89>
www.thinkrochester.biz....
[more....](#)

Wed, 01 May 2013 18:58:14 +0100

*I'd like to open a business -
what do I need?*

*Can I get financial support
from the State or City?*

*What space is available in
Rochester's Industrial
Parks?*

[Community Info](#)
[Photo/Video](#)

We're good for business

Where is Rochester, New Hampshire?





Londonderry

Business is good. Life is better.

Manchester-Boston
REGIONAL AIRPORT

Over 170 Flights daily

Air Canada • Southwest • Delta
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About Londonderry

→ Team Londonderry

→ News & Events

→ Corporate Neighbors

We've created an atmosphere where business and lifestyle thrive...

Londonderry sits at the apex of New Hampshire's "Enterprise Corridor" - an area of Southern New Hampshire just 45-minutes from Downtown Boston.

As the fourth largest town in New Hampshire, Londonderry is a combination of being a bedroom community to metro-areas of Boston and Manchester, NH, a co-host of Manchester-Boston Regional Airport, home of a school system recognized many times as superb, and a community replete with stone walls and white church steeples as much as modern eco-industrial/business parks.

Formerly recognized as an agricultural community hosting a large concentration of family-owned apple orchards and farms, Londonderry has been carefully developing a mix of a traditional New England community with the assets and benefits of a vibrant business/industrial sector in order to achieve a balanced lifestyle/workstyle.



With a population of approximately 25,000, Londonderry enjoys a total area of 42 square miles which allows for a comfortable population density per square mile. The community is tightly-knit, with participation in school and club sports paramount on resident's minds four seasons a year. Londonderry places a priority on maintaining high academic standards for its students, as much as it finds success with high school sports and band activities.

The town is managed by a professional Town Manager who reports to an elected Town Council. It actively encourages business and light industrial development through its town boards and committees, as well through its Economic Development Task Force. Corporate and business neighbors include national companies/brands such as: Stonyfield Yogurt, Ecco Shoes, Blue Seal Feeds, Kluber Lubricants, Elliot Medical Center at Londonderry/Dana Farber Cancer Institute, Insight Technology, Harvey Industries, United Parcel Service, Coca-Cola, among others.

Manchester-Boston Regional Airport resides in good part within Londonderry. Serving the entire country with approximately 73 flight departures daily to 16 destinations/hubs, MBRA enjoys regularly scheduled service by: Southwest Airlines, US Air, United, Continental, Air Canada, and charter services. The airport annually handles 180-million pounds of air cargo as well. It creates an annual economic impact of \$1.24-billion to the region.

Perhaps most appealing about Londonderry is that it is equi-distant to New Hampshire's world-class alpine/cross country ski resorts, the vibrant and majestic seacoast region of New Hampshire and Southern Maine, as well as metropolitan Boston. Our closest neighboring city of Manchester has enjoyed a dynamic revitalization of its central business district complete with new municipally owned sports venues hosting AHL hockey and AA- baseball. Surrounded by exciting dining and nightlife options, as well as over a dozen colleges/universities/schools - the Londonderry/Manchester area serves as the economic heartbeat of the region.

For all its excitement and economic activity to young working professionals, Londonderry is a perfect community to raise a family and enjoy all that the region offers without the din of a large metro-area.

"The best of all worlds" is how many describe living in Londonderry. Our young workers describe their workstyle as being "laptops to kayaks", and families describe living here as "absolutely perfect!"



Londonderry

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Over 170 Flights daily

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Continental • United • US Airways



ABOUT LONDONDERRY CURRENT PROJECTS WORK STYLE LIFE STYLE AVAILABLE SITES FACTS & FIGURES

Facts & Figures

- Quick Facts
- Community Profile
- Census Profile
- Demographics
- Other Resources
- Economic Development Plan
- Foreign Trade Zone
- Economic Revitalization Zone
- PDF Downloads

- Population (2010 Census): 24,129
- Population Projections (NHCEP 2005 Estimate):
 - 2015 - 27,340
 - 2020 - 28,440
 - 2025 - 29,540
 - 2030 - 30,580



- Median Household Income(2000 Census): \$70,501
- Per Capita Income (2000 Census): \$26,481
- Total Employment (Sep. 2011): 13,474
- **Unemployment Rate**
 - Londonderry (May 2011): 4.5%
 - Nashua NH-MA NECTA Division, NH Portion (May 2011): 4.9%
 - State of NH (May 2011): 4.8%
 - National (May 2011): 9.1%

More Housing/Employment Info from NHHFA

- Educational Attainment, population 25 years and over ([Click here for more information](#)):
 - High School graduate or higher: 95.6%
 - Bachelor's degree or higher: 40%
- 2011 Tax Rate: \$20.34
 - 2011 Equalization ratio: 112.3%
- Median Cost of All Housing (NHHFA): \$254,900
- Median Cost of Housing for County (NHHFA): \$305,000
- Median Rent (NHHFA): \$1,490
- Town Manager/Town Council Form of Government
 - Annual March Budgetary Town Meeting

For more information contact:

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Community Profile

Town of Bow, New Hampshire

(Zip code 03304)

POPULATION & DEMOGRAPHICS

POPULATION

Year	Population
1990	5,510
2000	7,138
2010	7,519
2015*	8,929
Change 1990 - 2000	29.5%
Change 2000 - 2010	5.3%
Change 1990 - 2010	36.5%
Change 2010 - 2015	18.8%

SOURCES: U.S. Census *Nielsen-Claritas

DIVERSITY (2010)

Race/Ethnicity	Percent
White	97.2%
Black/African American	0.1%
Asian	1.4%
American Indian	0.1%
Pacific Islander	0.0%
Other	1.2%
Hispanic or Latino	1.4%
Not Hispanic or Latino	98.6%

SOURCE: U.S. Census

HOUSEHOLD INCOME (2010)

Median Household Income

Year	Amount
2000*	\$79,329
2010	\$108,781
2015	\$120,648
Change '10 - '15	10.9%

Household Income Distribution (2010)

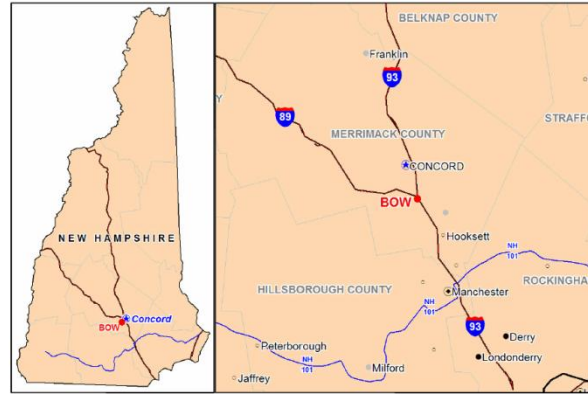
Households	2,649
Less than \$35,000	8.3%
Between \$35,000 and \$75,000	17.0%
Greater than \$75,000	74.7%

SOURCE: Nielsen-Claritas, Inc., *U.S. Census Bureau

EDUCATIONAL ATTAINMENT

Highest Level	2010
No High School Diploma	4.1%
High School Diploma Only	18.1%
1 to 3 Years College	28.2%
Associate Degree	9.9%
Bachelors Degree	32.1%
Graduate Degree	17.5%
12 to 15 years of education	46.3%
16 or more years of education	49.6%

SOURCE: Nielsen-Claritas, Inc.



AGE DISTRIBUTION

Percent

Age Group (in years)	2000	2010*	2015
0-17	32.5%	26.6%	24.0%
18-34	11.5%	19.2%	23.1%
35-54	38.6%	28.6%	22.2%
55-64	8.9%	14.8%	16.8%
65-74	5.4%	6.8%	9.3%
75 and over	3.1%	4.1%	4.5%

Numeric

Age Group (in years)	2010*	2015
0-17	2,232	2,147
18-34	1,610	2,063
35-54	2,398	1,986
55-64	1,242	1,502
65-74	568	832
75 and over	343	399

Change in Population by Age Group 2010-2015*

Age Group (in years)	Number	Percent
0-17	-85	-3.8%
18-34	453	28.1%
35-54	-412	-17.2%
55-64	260	20.9%
65-74	264	46.5%
75 and over	56	16.3%

SOURCE: Nielsen-Claritas, Inc.

*Uses Nielsen-Claritas 2010 estimates.
U.S. Census data not available.

MEDIAN AGE

Year	Age
2000*	38.6
2010	39.7
2015	39.8

SOURCE: Nielsen-Claritas, Inc., *U.S. Census Bureau

Rochester

Major Employers

Largest Employers (2009)

Company Name	Category	Employment
City of Rochester	Municipal Services & School	1,367
Frisbie Memorial Hospital	Health Care	640
Thompson Center Arms/Smith & Wesson	Firearms/Investment Castings	375
Hannaford Bros.	Retail Supermarket	464
Wal*Mart	Discount Retailer	295
Market Basket	Retail Supermarket	210
Waste Management	Recycling & Solid Waste	200
Home Depot	Home Improvement Retail	176
Laars Heating Systems Company	Boilers & Water Heaters	170
Albany Engineered Composites	Woven Fabrics & Tapes	168
Eastern Propane & Oil	Propane & Oil Retail	162
Brand Partners	Merchandising Fixtures	148
Spaulding Composites	Insulation Tubing	120
Lydall, Inc.	Technical Papers	112
Service Credit Union	Banking/Finance	92



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Available Sites

- [Available Properties](#)
- [Location Map](#)
- [Incentives Overview](#)
- [Regional Airport](#)
- [Location Assistance](#)

Listed below are sites you should consider. Our Planning Department can utilize a unique computer-modeling program to "fit" your company or facility to each site as to your design options, impacts, and outcomes. Our Community Economic Development Director and TeamLondonderry can work with you to cut "redtape", and get you through our responsible and responsive permitting process. Lastly, in cooperation with other state resources, TeamLondonderry can assist you with the applicability of development incentives, market data, and business affiliations which might enhance your profits.

Search Commercial Property

Find a Professional

Search Property Listings

Office	Retail-Commercial
Shopping Center	Multi-Family
Hospitality	Special Purpose
Industrial	Vacant Land
Farm/Ranch	

Size: TO SF

Add your property to NECPE.

[Add a Property](#)

Broadcast your need to our network of professionals.

[Post a Want](#)

Quick Search

Listing ID:

Address:

Keyword:

Company:

Featured Listing



488 Route 128
Londonderry, New Hampshire
Vacant Land for Sale

NECPE
NEW ENGLAND

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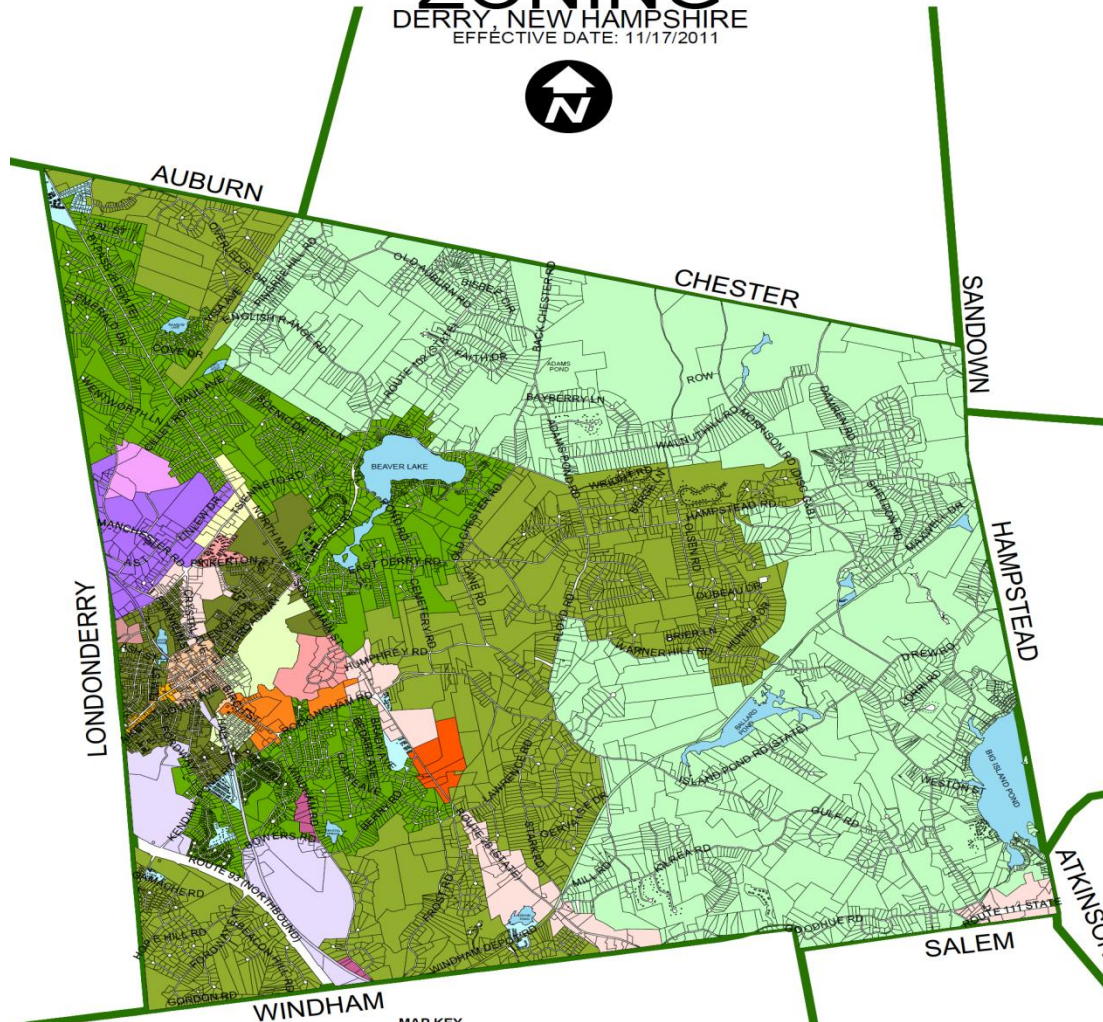
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ZONING

DERRY, NEW HAMPSHIRE
EFFECTIVE DATE: 11/17/2011



MAP KEY

Zones 2011

- IND I-INDUSTRIAL I
- IND II-INDUSTRIAL II
- IND III-INDUSTRIAL III
- IND IV-INDUSTRIAL IV
- IND V-INDUSTRIAL V
- IND VI-INDUSTRIAL VI
- LDR-LOW DENSITY RESIDENTIAL
- LMDR-LOW/MED DENSITY RESIDENTIAL
- MDR-MEDIUM DENSITY RESIDENTIAL
- MHDR II-MEDIUM HIGH DENSITY RESIDENTIAL
- MHDR-MEDIUM/HIGH DENSITY RESIDENTIAL
- GC-GENERAL COMMERCIAL
- GC2-GENERAL COMMERCIAL II
- GC3-GENERAL COMMERCIAL III
- CBD-CENTRAL BUSINESS DISTRICT
- MFR-MULTI-FAMILY RESIDENTIAL
- MHPD-MANUFACTURED HOUSING PARK DEVELOPMENT
- OBD-OFFICE BUSINESS DISTRICT
- OMB-OFFICE MEDICAL BUSINESS
- ORD-OFFICE RESEARCH AND DEVELOPMENT

DEFINITIONS OF RESIDENTIAL ZONES

LDR-LOW DENSITY RESIDENTIAL DISTRICT
3 ACRES, 200' ROAD FRONTAGE

LMDR-LOW/MEDIUM DENSITY RESIDENTIAL DISTRICT
2 ACRES, 150' ROAD FRONTAGE

MDR-MEDIUM DENSITY RESIDENTIAL DISTRICT
1 ACRE, 125' ROAD FRONTAGE

MHDR-MEDIUM/HIGH DENSITY RESIDENTIAL
10,000 S.F. WITH TOWN WATER AND SEWER
15,000 S.F. WITH TOWN WATER OR SEWER
100' ROAD FRONTAGE
MFR II-MULTI-FAMILY NOT ALLOWED



*DASHED LINE TYPE INDICATES A
DUPLEX AND NOT AN ACTUAL LOT LINE

DERRY, NEW HAMPSHIRE GEOGRAPHIC INFORMATION SYSTEM

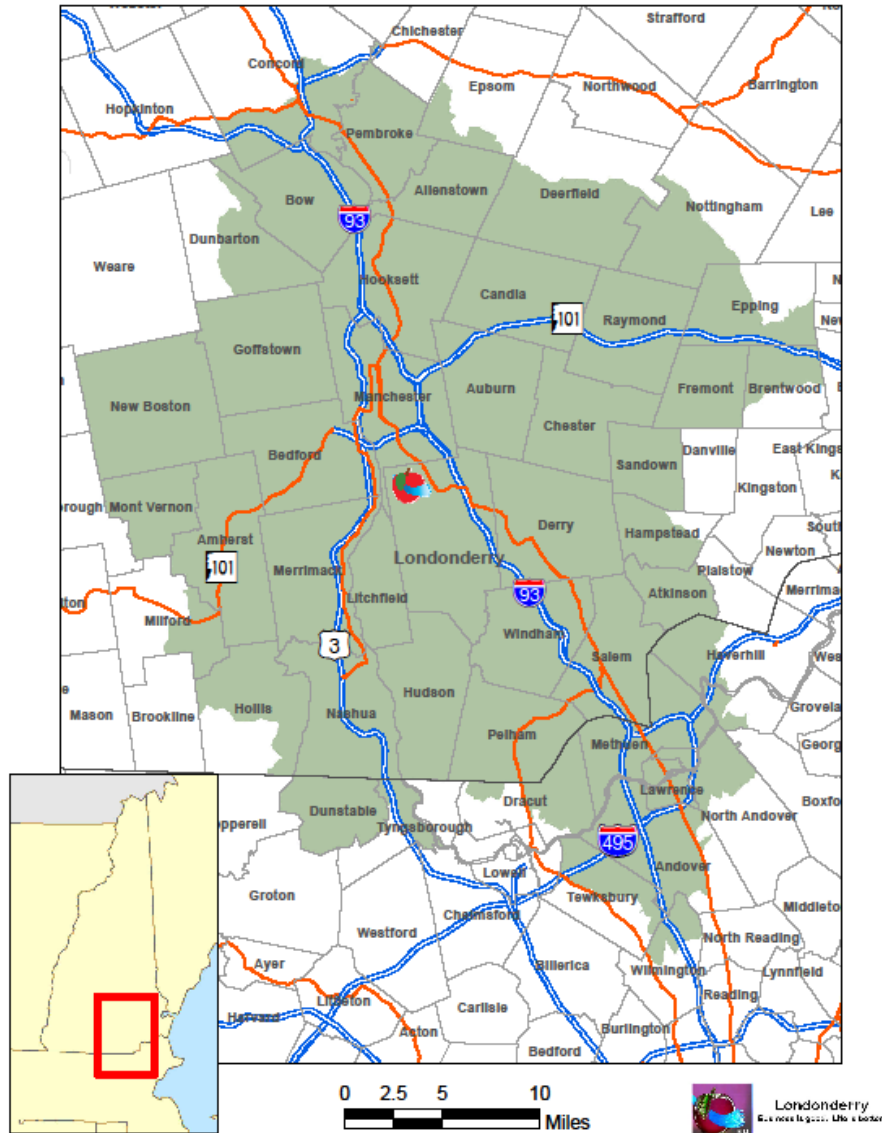
A CITY-WIDE SYSTEM OF THE TOWN'S DEPARTMENTS
FOR MAPPING, ANALYSIS, AND REPORTING

Map Date: 11/17/2011
Map Title: Zoning Map
Map Scale: 1" = 100'

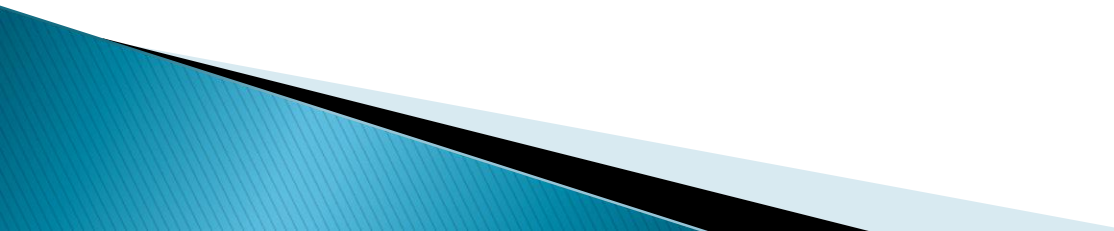
Somersworth



30-Minute Commute to Londonderry, NH's Airport Industrial Area: Population 750,000



Other data

- ▶ Layout your development process
 - ▶ Identify all of your development fees
 - ▶ PDF your subdivision and site plans
 - ▶ Testimonials of businesses in your community...that are happy!
 - ▶ News and Events–Letting the business community know about your efforts and successes
 - Identify projects in the pipeline
- 

Questions

- ▶ <http://www.thriveinlondonderry.com/>
- ▶ <http://www.yourmanchesternh.com/>
- ▶ <http://www.thinkrochester.biz/>
- ▶ http://www.bow-nh.com/pages/bownh_econdev/index
- ▶ Thank you!

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